

SALON[®]

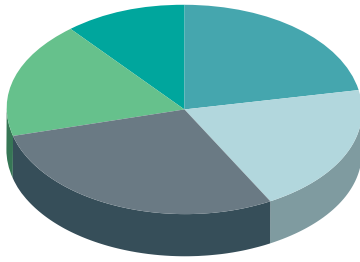
INTERNATIONAL



A large-format magazine for hairdressers, aestheticians, makeup artists, and entrepreneurs in the field of hair & beauty salons, spas and academies. SALON INTERNATIONAL is a comprehensive, youthful and dynamic magazine. It offers hairdressing salons a selective image supported by highly technical information, the cosmetologist and makeup artists their regular update on trends and techniques, the spa and salon architect- a scoop on cutting edge global designs in this field.

SALON INTERNATIONAL comes in a high prestige format with contributions by the most renowned national and international hair stylists and aestheticians, architects and designers. SALON INTERNATIONAL addresses a sector that is growing steadily at nearly 40% per annum in India. With academies growing at 20% national, local distributors along with importers are rapidly adding brands to their portfolios. Big players continue to open subsidiaries and existing manufacturers are stepping up production in proportion to the increasing needs of the consumer whose disposable incomes have spiralled upwards. SALON INTERNATIONAL is intended for up market salons and offers a valuable instrument for a broad and composite marketing strategy.

SEGMENT WISE DISTRIBUTION

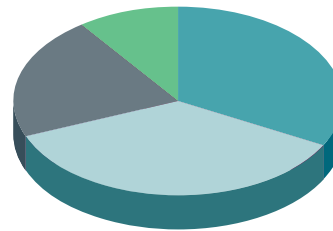


- 29% ■ Aestheticians & Cosmetologists
- 22% ■ Hairstylists
- 20% ■ Beauticians
- 18% ■ Salon Owners
- 11% ■ Entrepreneurs, Architects and Miscellaneous

Sizes & Position	INR (₹)	US\$	SIZE (WIDTH X HEIGHT)
DISPLAY ADVERTISING TARIFF			
Full Page	1,00,000	2000	Bleed: 240 X 330 Non-Bleed: 220 X 310
Inside Front Cover	1,25,000	2850	
Inside Back Cover	1,25,000	2850	
Back Cover	1,75,000	4000	
Double Spread	1,75,000	4000	Bleed: 480 X 330 Non-Bleed: 460 X 310
Front Gate Fold	2,00,000	4000	
Back Gate Fold	1,75,000	4000	
Half Page (Vertical)	60,000	1250	Bleed: 120 X 330 Non-Bleed: 110 X 310
Half Page (Horizontal)	60,000	1250	Bleed: 240 X 165 Non-Bleed: 220 X 155
Quarter Page	35,000	800	Bleed: 120 X 165 Non-Bleed: 110 X 155
CLASSIFIED ADVERTISING TARIFF			
Half Page (Vertical)	40,000	900	110 X 310
Half Page (Horizontal)	40,000	900	220 X 155
Quarter Page	25,000	550	110 X 155
Strip (Vertical)	25,000	550	50 X 310
Strip (Horizontal)	25,000	550	220 X 50
INNOVATIVE SIZES			
Bookmarks	1,75,000	3500	50 X 130
Island	35,000	800	70 X 70
STRIPS			
Vertical	35,000	800	50 X 310
Horizontal	35,000	800	220 X 50
Contents Page	35,000	800	50 X 310
Cover On Cover	2,50,000	4550	240 X 205

All Specifications are in millimeters

REGIONAL DISTRIBUTION BREAKUP



- 33% ■ North
- 36% ■ West
- 21% ■ South
- 10% ■ East

- 25% premium for the opening page
- Contract discounts applicable upon honouring of the ad package or, against full advance payment
- Agency commission: 15% to INS-Accredited agencies

SPECIFICATIONS

- Total Circulation : 30,000 copies
- Frequency : Monthly (12 issues in a year)
- Binding : Perfect
- Printing : Sheet-Fed Offset
- Booking Deadline : Six weeks before publication
- Cancellation : Four weeks before publication
- Material Deadline : 18th of every prior month
- Material Required : EPS/PDF/CDR(X4) with all fonts converted to curves. Graphics to be at least 300 dpi and in CMYK.

Please note

- For all bleed ads, 4 mm extra on all sides is required for trimming. The Publisher reserves the right to trim 4mm off each edge of the trimmed page dimension. Vital matter should be kept within these tolerances.
- For all double spread ads, gutter space of 10 mm is required. Also, it is advisable to avoid running matter across the pages for double spread ads.

ADVERTORIAL

IMAGES offers attractive advertorial features for new brand/ collection launches. Net cost of a 4-page advertorial is only ₹3,00,000 (US\$6800). Each additional page will cost ₹50,000 (US\$1100). Basic inputs like ready pictures/ TP's/ logos/ tags etc. to be provided by client/ agency.